



MEMORIAL STADIUM

MARKET SURVEY RESULTS

MARCH 7, 2022



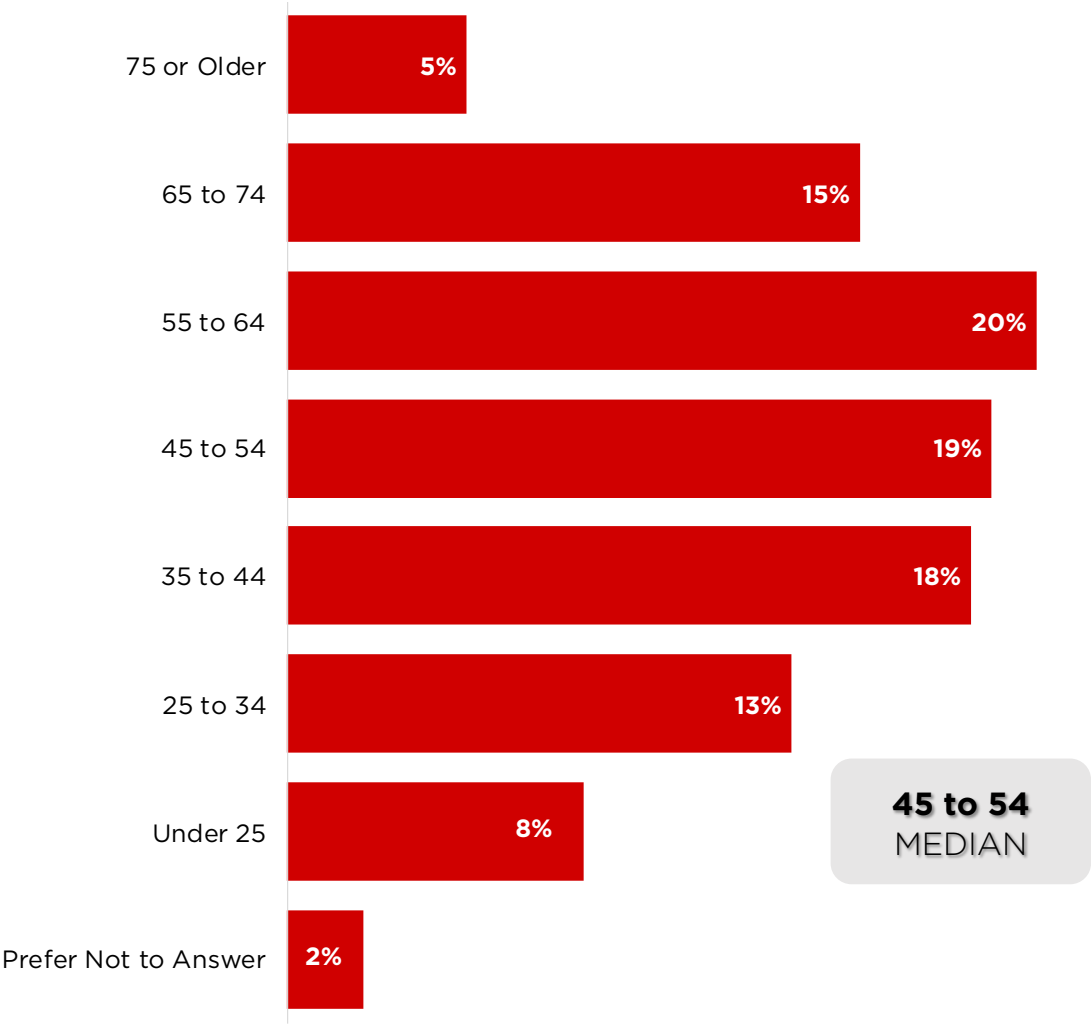
Survey Group	Population	Completed Surveys	% of Population Surveyed	Margin of Error*
Huskers Athletic Fund Donors	16,458	6,114	37.1%	1.3%
Football Season Ticket Holders (Non-Donors)	6,197	3,918	63.2%	1.6%
Football Occasional Ticket Buyers (Non-Donors)	45,741	8,400	18.4%	1.1%
Other	154,440	3,350	2.2%	1.7%
TOTAL	222,836	21,782	9.8%	0.7%

* Assumes a 95% confidence interval.

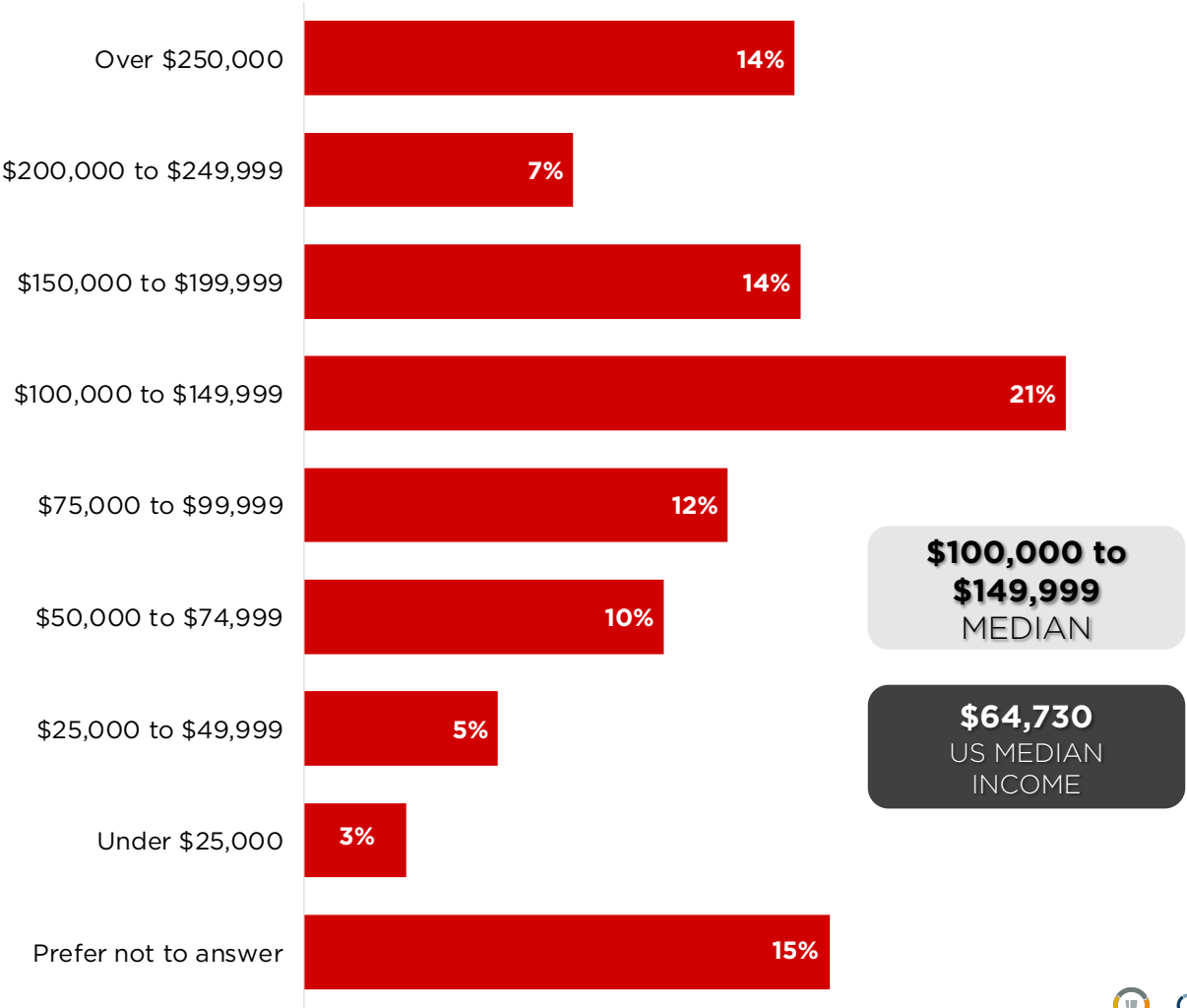
21,782 RESPONDENTS COMPLETED THE SURVEY, REPRESENTING A STATISTICALLY SIGNIFICANT SAMPLE SIZE FROM WHICH TO ASSESS INTEREST & DEMAND



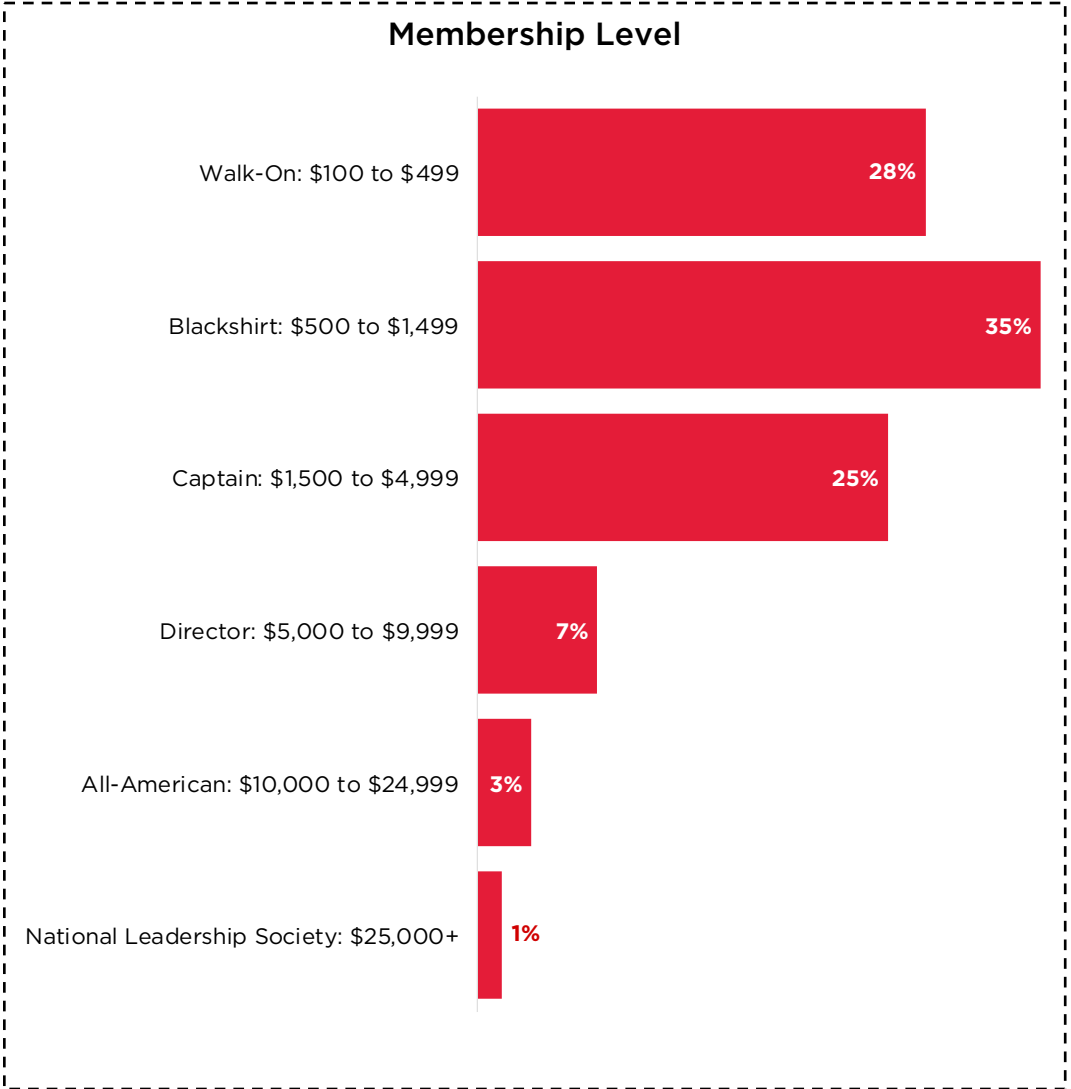
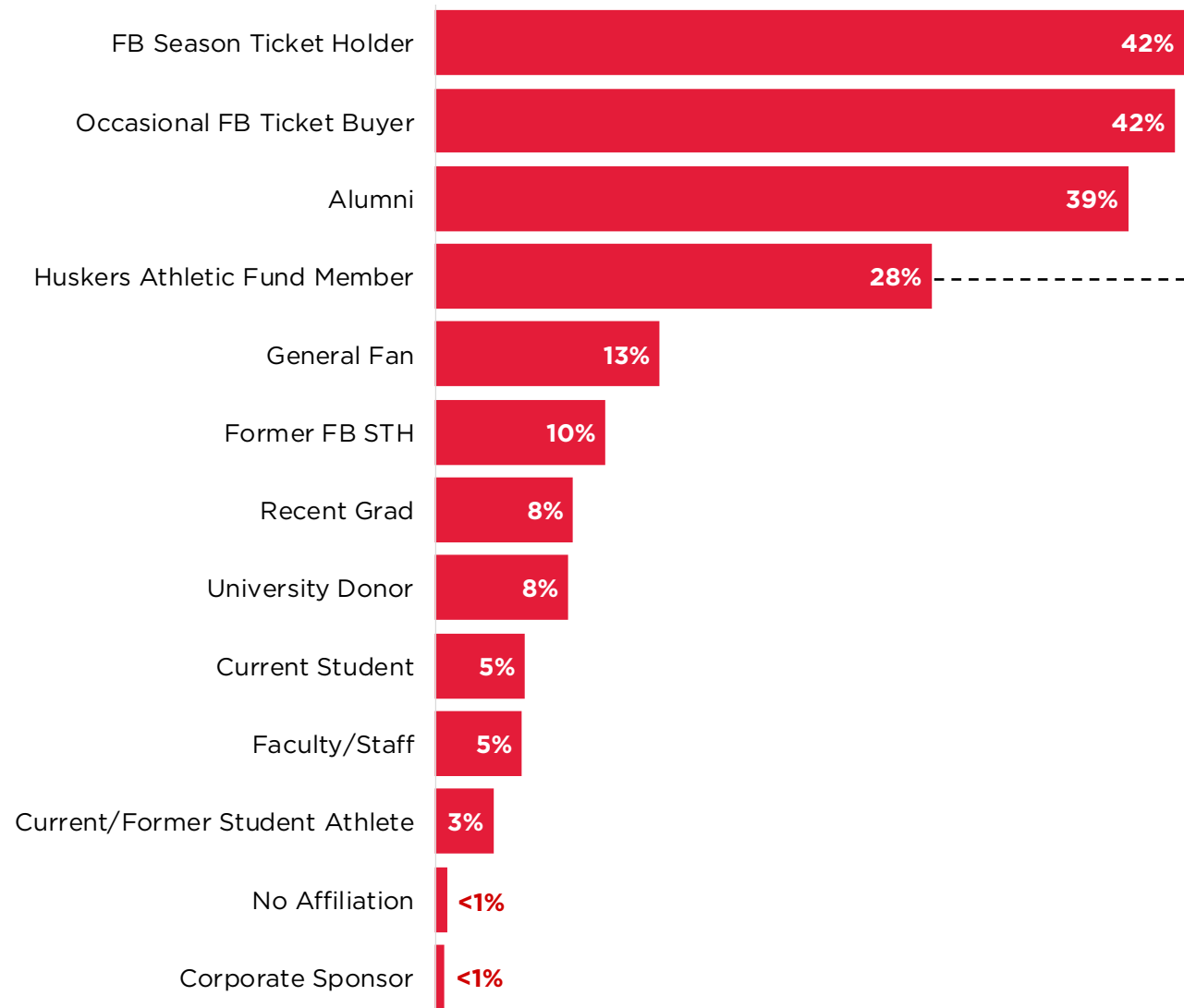
Age



Income



STATUS WITH NEBRASKA

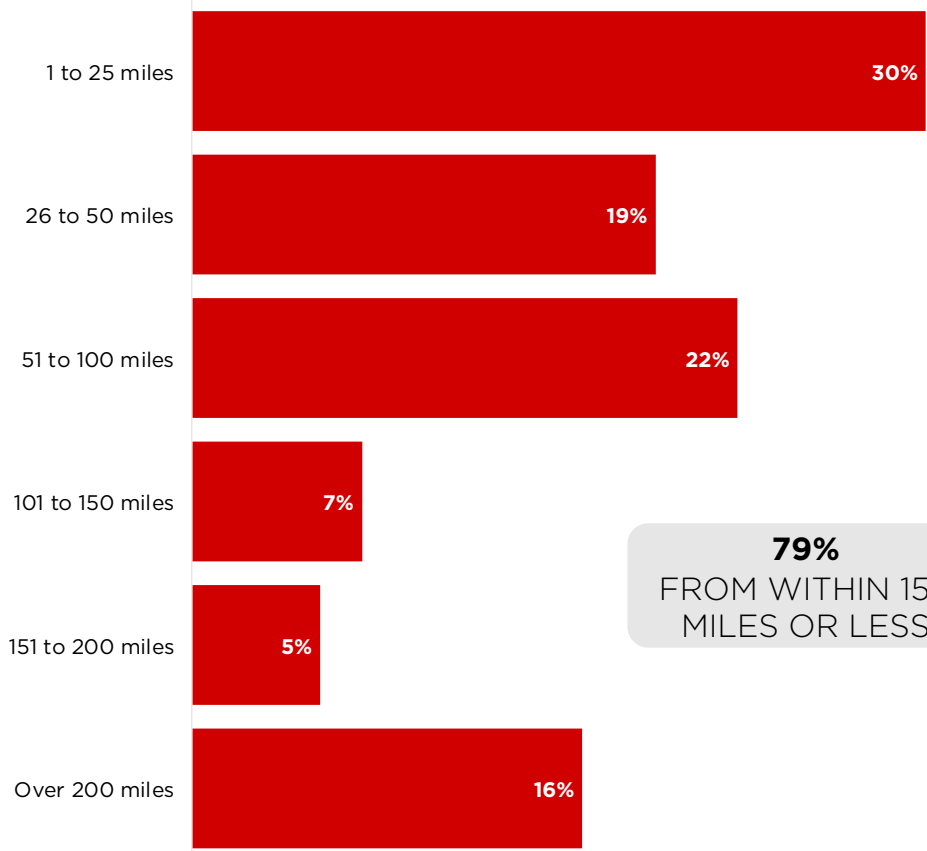


Note: multiple selections accepted.













DISTANCE TRAVELED ON GAME DAY

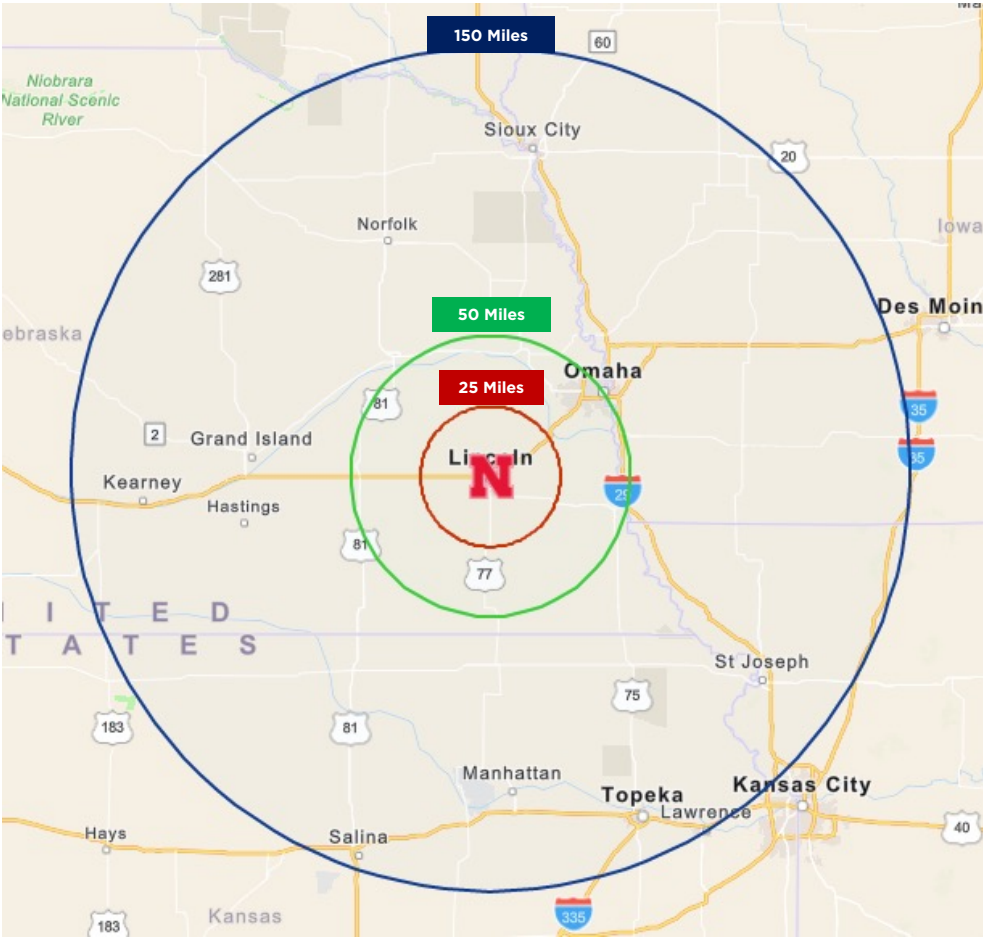


Miles Traveled (One-Way)



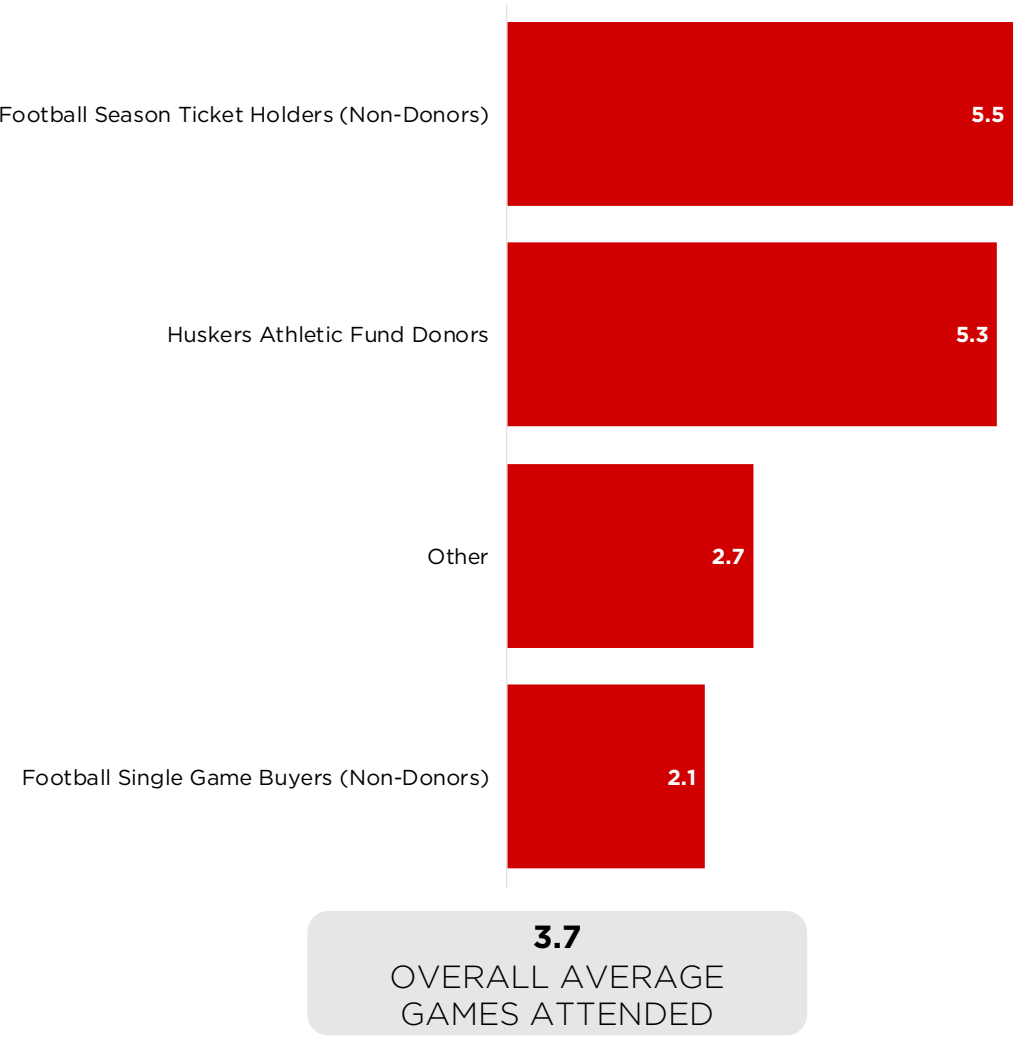
79%
FROM WITHIN 150
MILES OR LESS

% Traveling 150 miles or less	
	96%
	84%
	82%
	79%
	73%
	67%
	66%
	66%
	65%
	64%
	47%
	33%



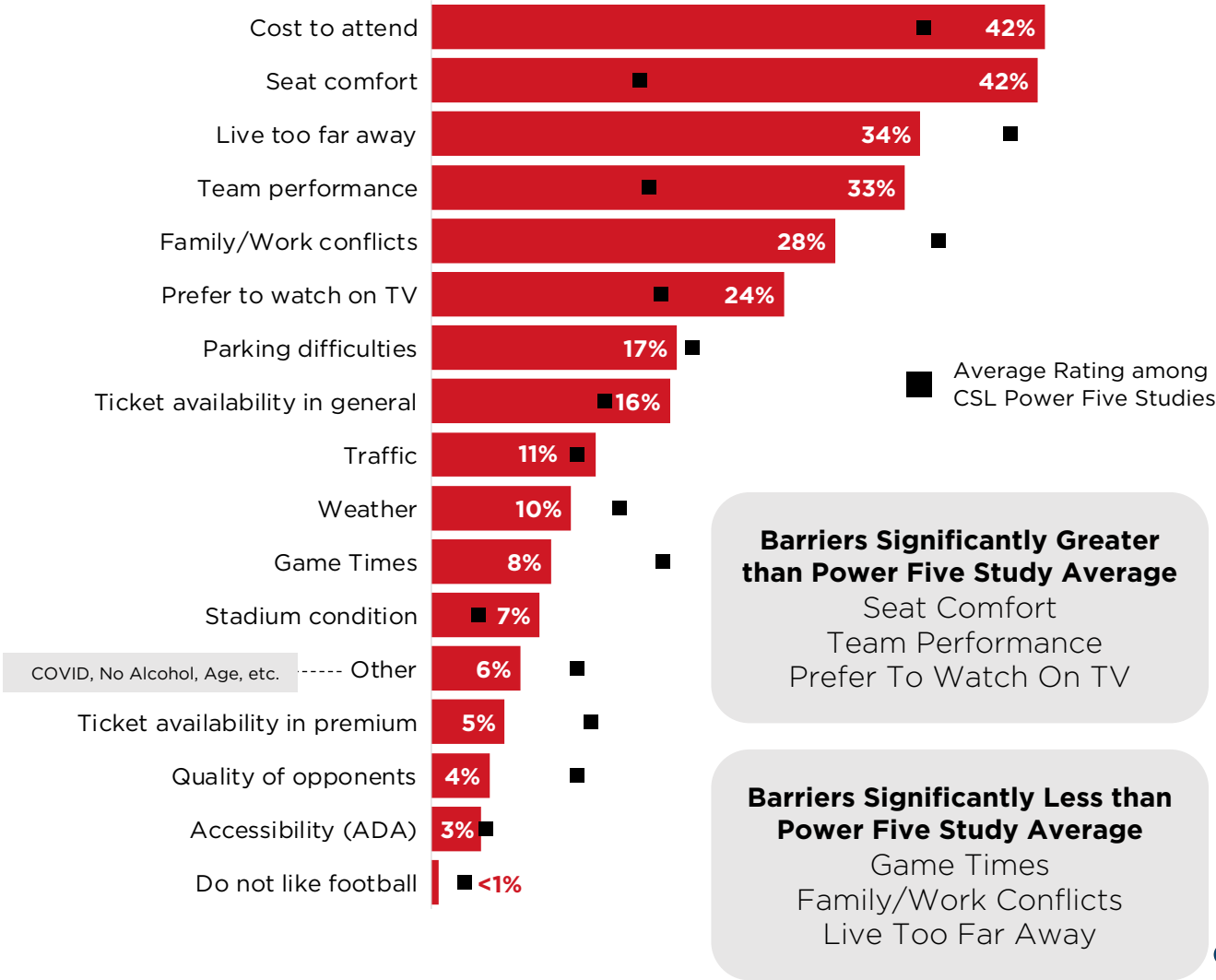


Annual Home Games Attended

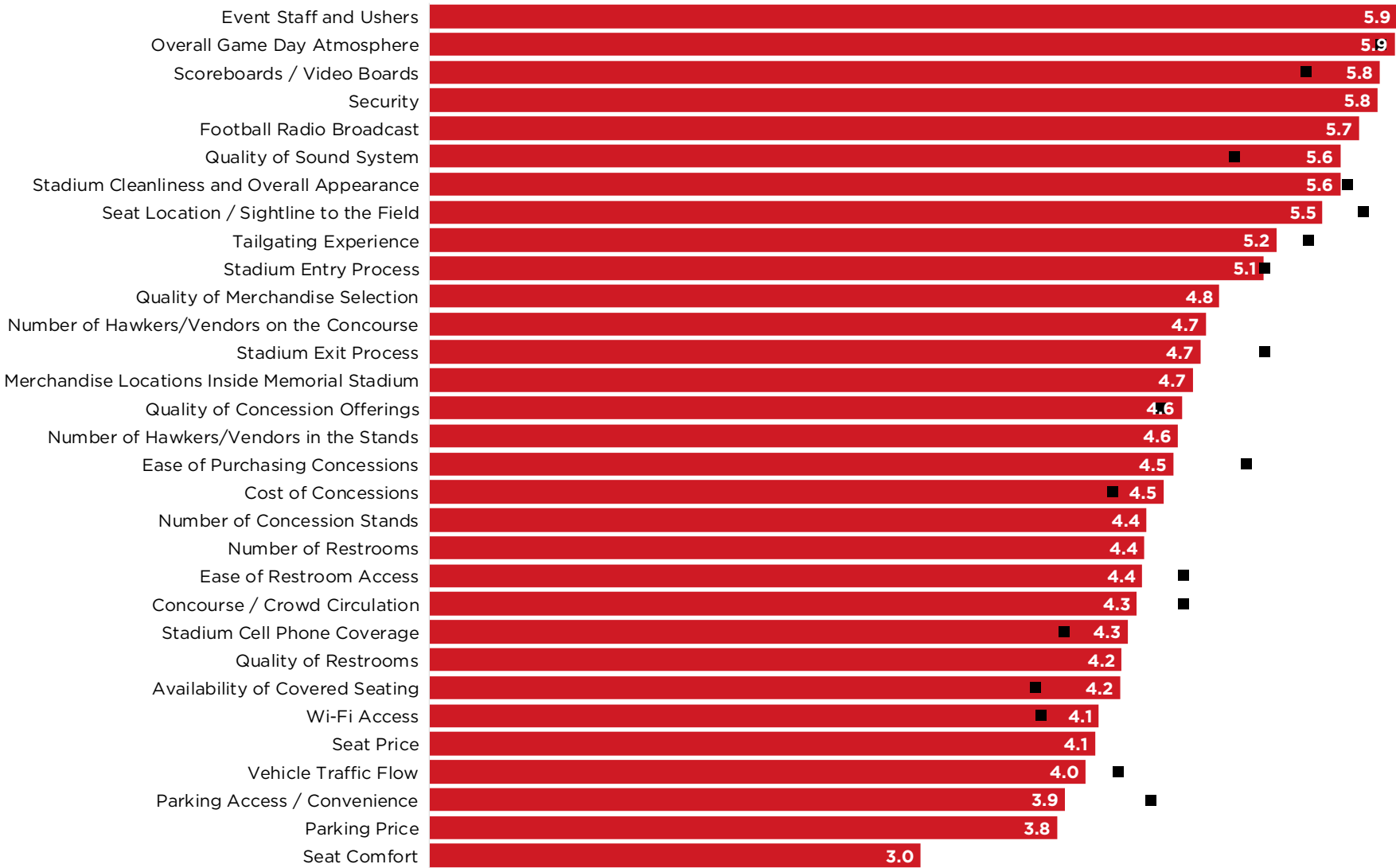


Reasons for Not Attending More

(Asked if attending 3 or fewer games)



CURRENT MEMORIAL STADIUM SATISFACTION



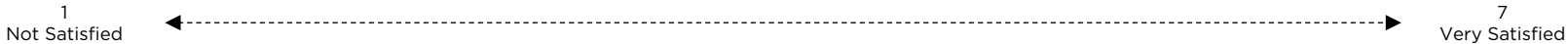
■ Average Rating among
CSL Power Five Studies

**Areas Over-Performing vs
Power Five Study Average**

Quality of Sound System
Availability of Covered Seating
Scoreboards / Video Boards

**Areas Under-Performing vs
Power Five Study Average**

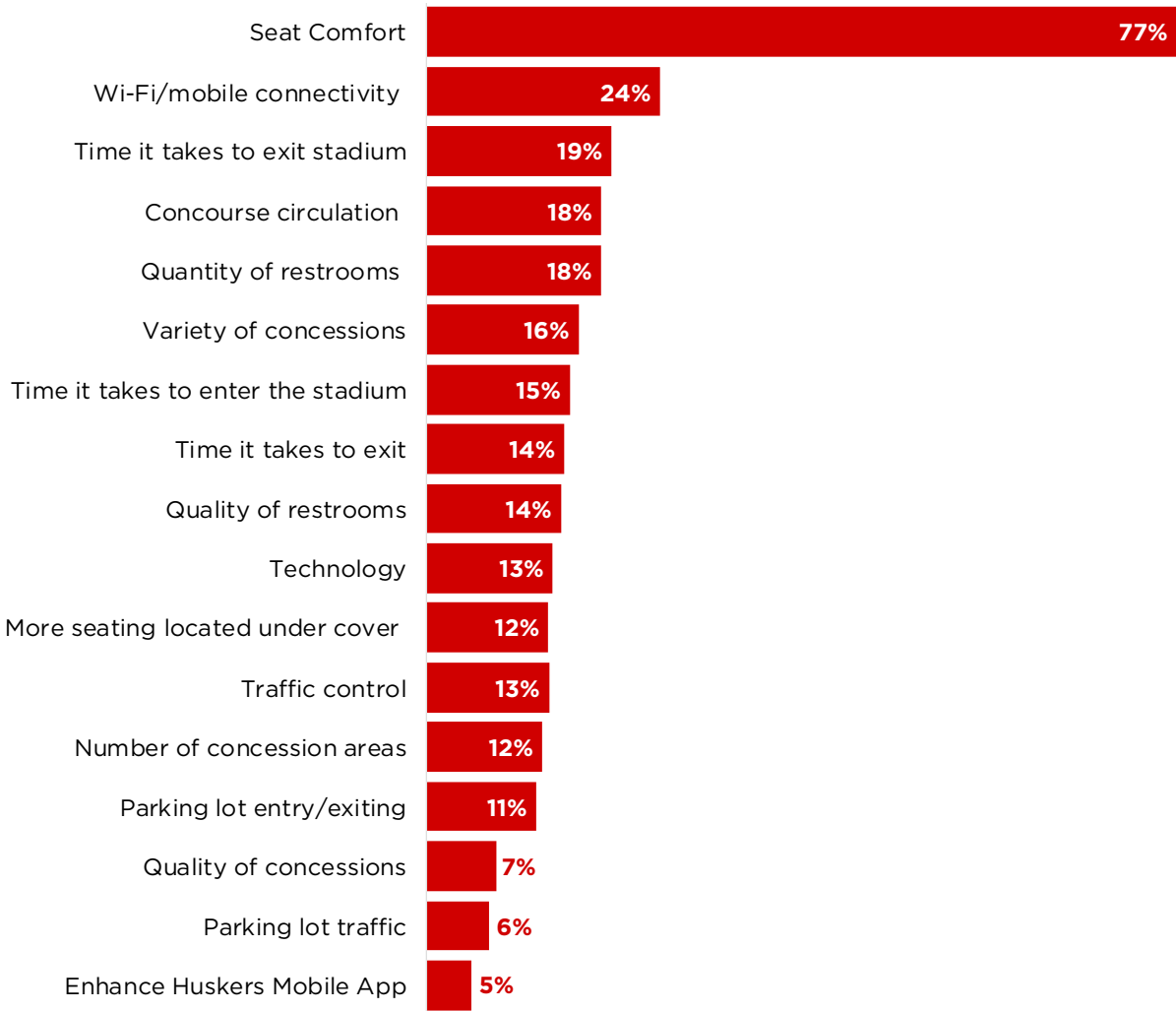
Parking Access / Convenience
Ease of Purchasing Concessions
Stadium Exit Process



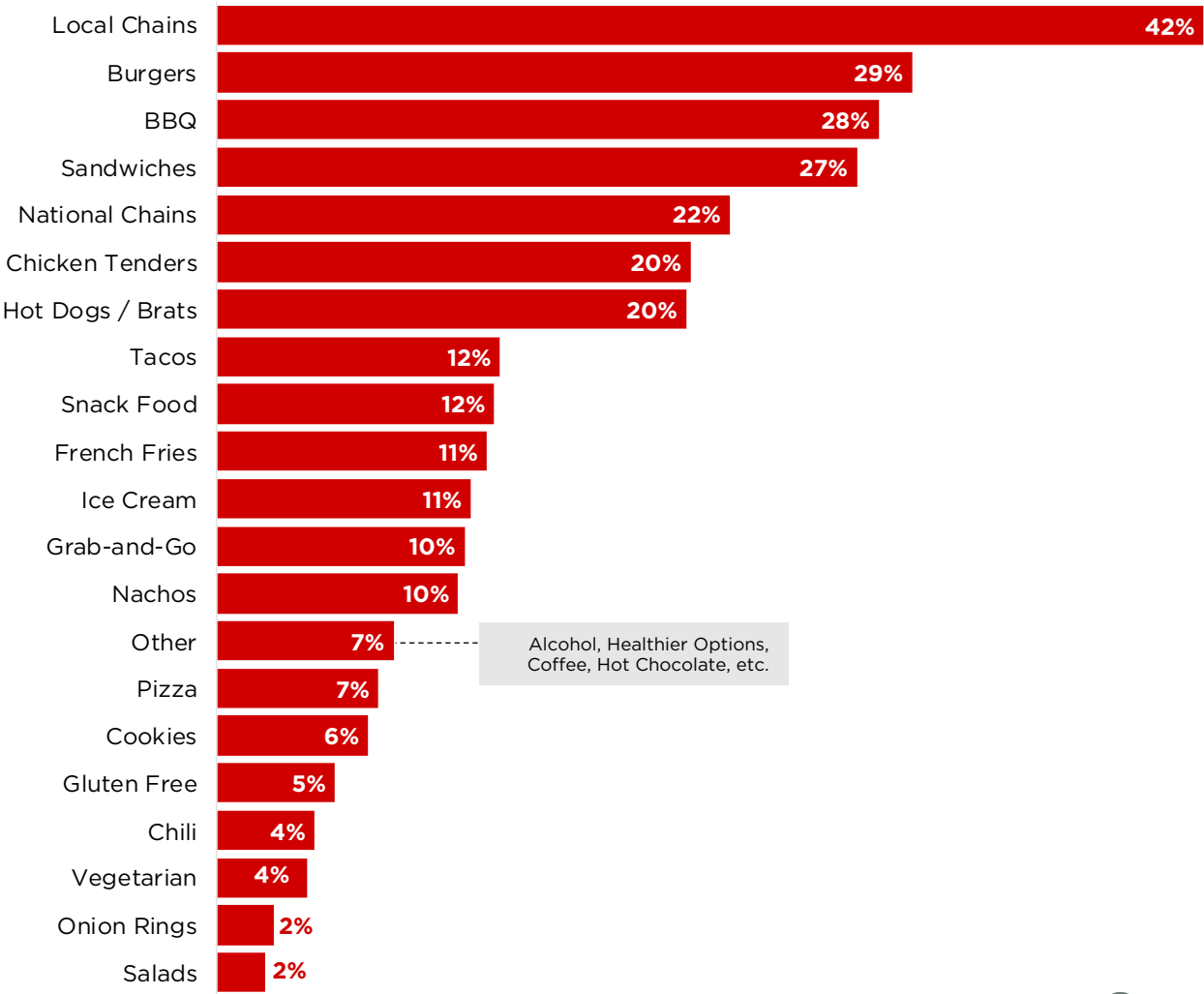
CURRENT MEMORIAL STADIUM CONDITIONS



Elements of Memorial Stadium That Could Be Enhanced



Preferred Food & Beverage Enhancements

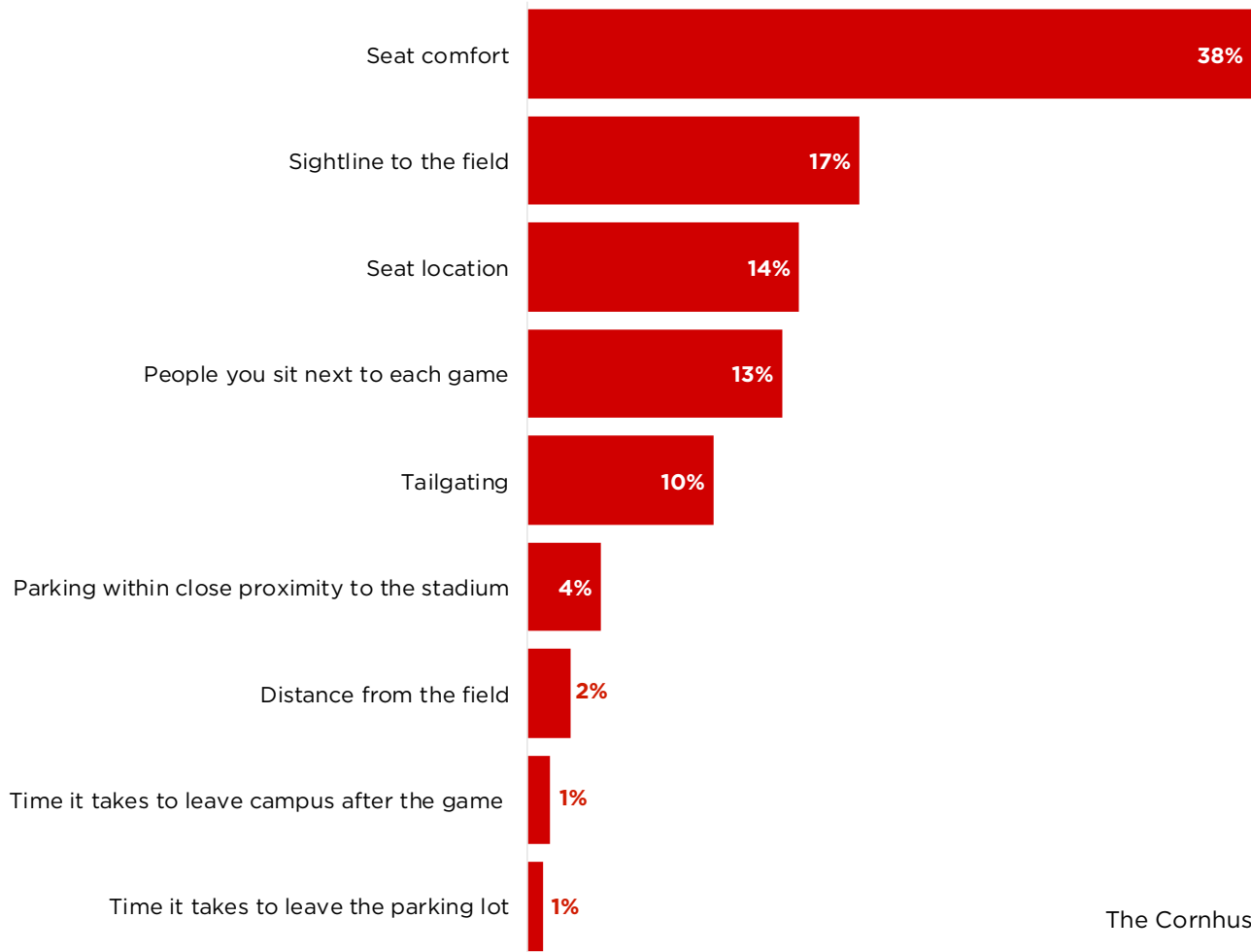


Alcohol, Healthier Options, Coffee, Hot Chocolate, etc.

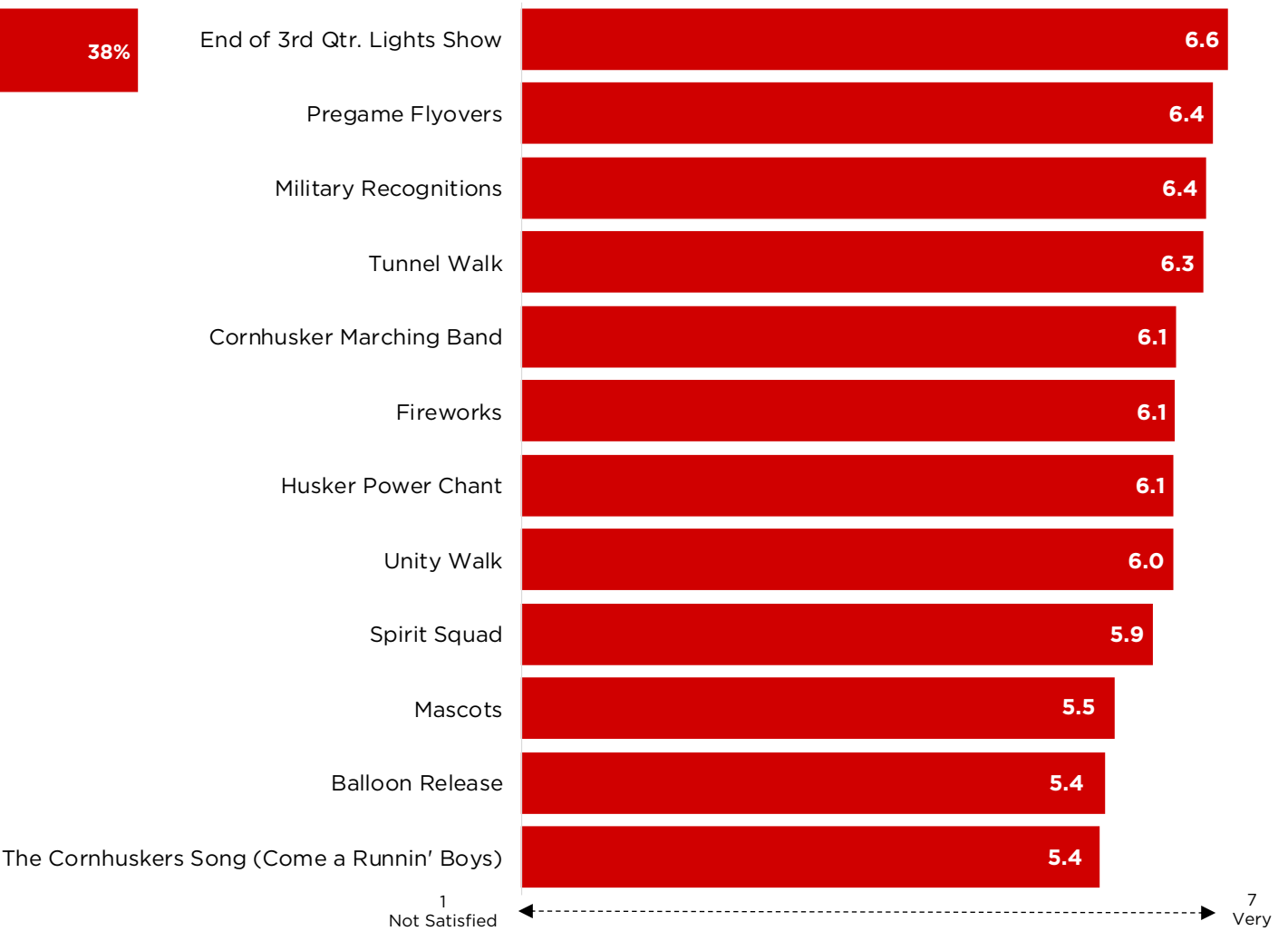
Note: Respondents were asked to select top three Elements.



Most Important Gameday Element



Gameday Satisfaction

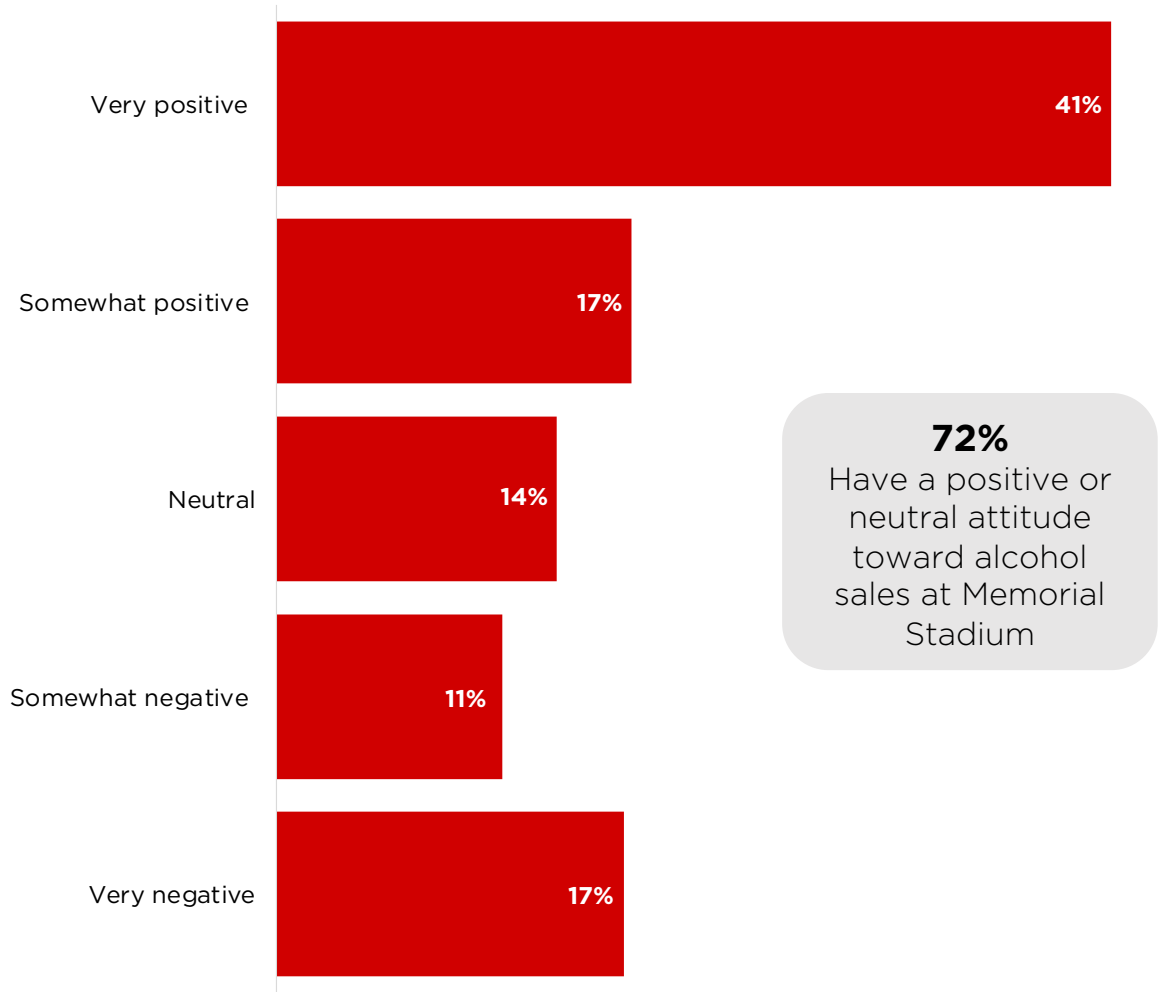


Note: Respondents were asked to select one gameday element.

ATTITUDE TOWARDS ALCOHOL AT MEMORIAL STADIUM



Attitude Towards Sale of Alcohol at Memorial Stadium

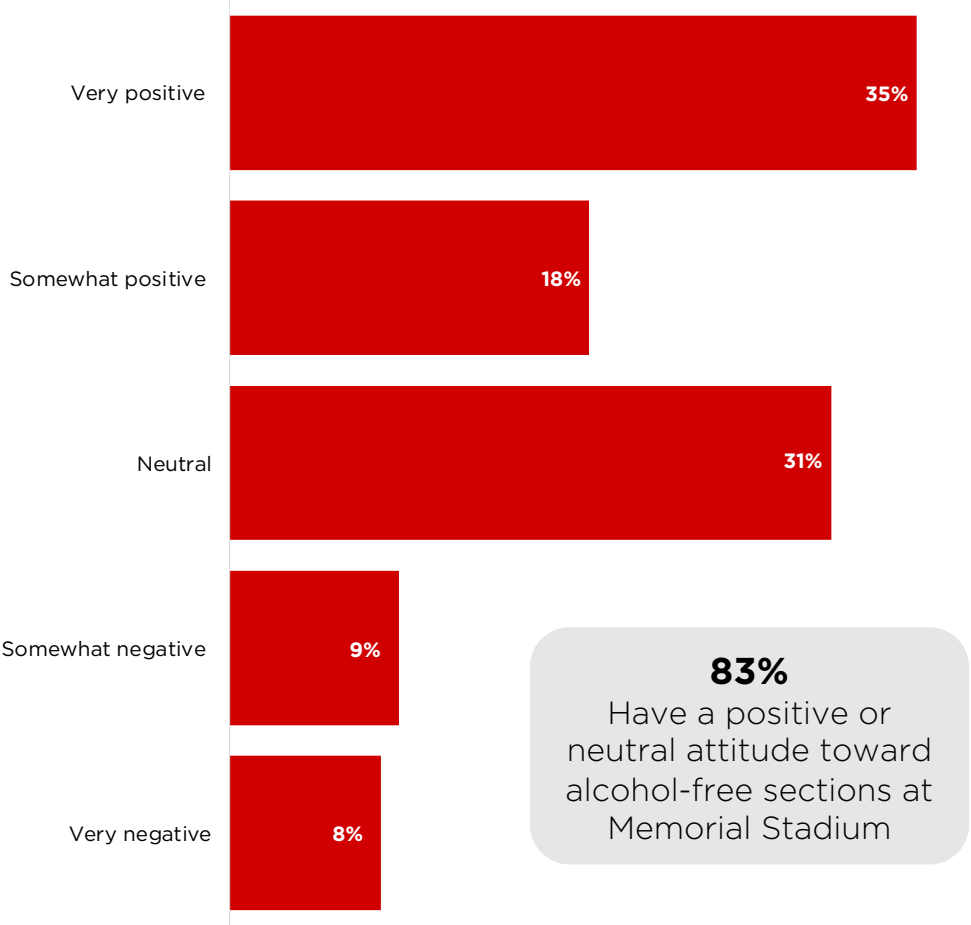


Key Comments

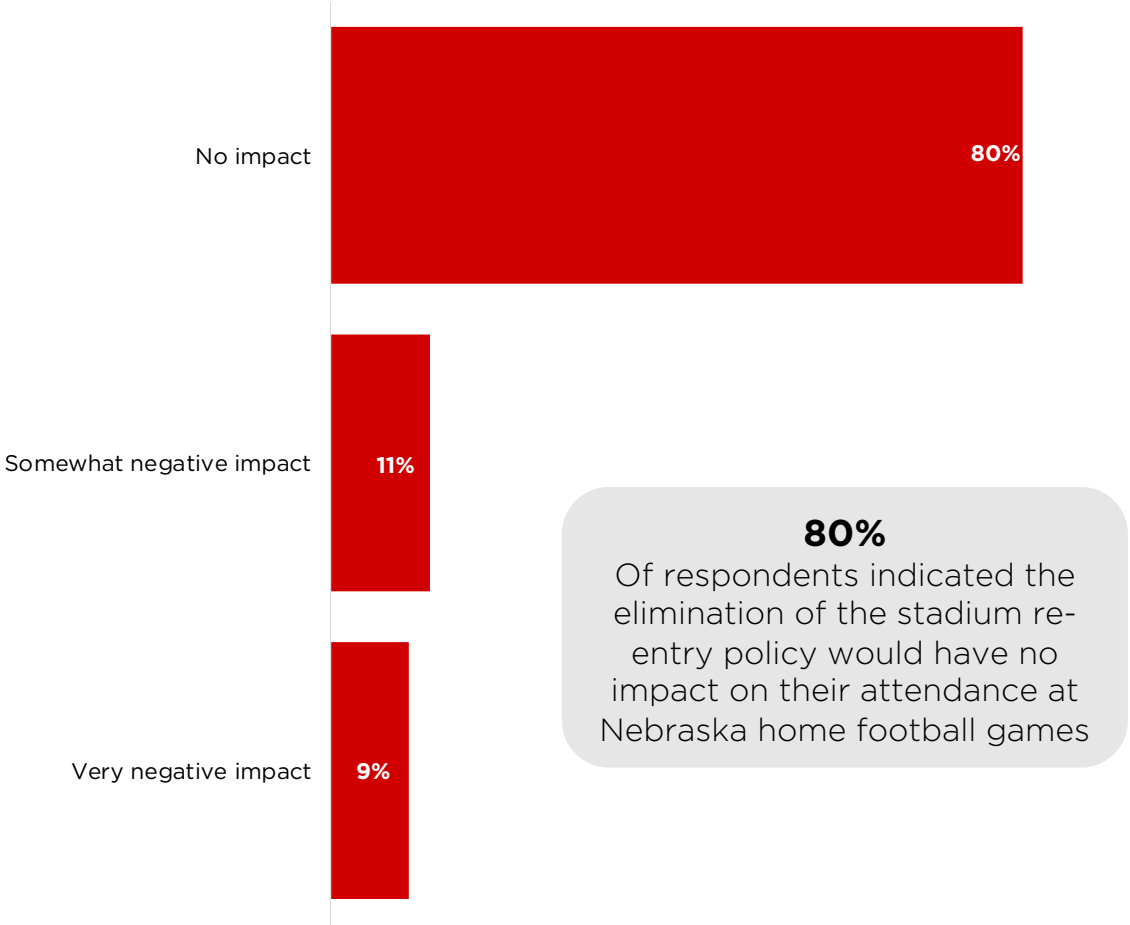
- "I don't think alcohol sales in Memorial Stadium would create fan issues because most people are already drinking before, during, and after the games anyway."
- "Alcohol sales are a no-brainer. As a recent grad most people I know leave the game at halftime to drink and often don't return unless it's a good game"
- "I understand selling alcohol is controversial but believe it would enhance the overall experience of gameday."
- "Allowing alcohol sales within Memorial Stadium would be another revenue stream Athletics could take advantage of."
- "I believe that the sale of alcohol in the stadium will be attractive to some, but I believe it will detract from the gameday experience for many and potentially cause confrontations and other related issues"
- "I am apprehensive about alcohol sales to the general public. It seems that people have enough to drink tailgating."
- "Please do not allow alcohol. I know it will make the University some money, but it will absolutely ruin the game day experience."
- "Please don't allow alcohol sales in the stadium, this is an atmosphere for family and fans, not for people who become obnoxious because they've had too much to drink"



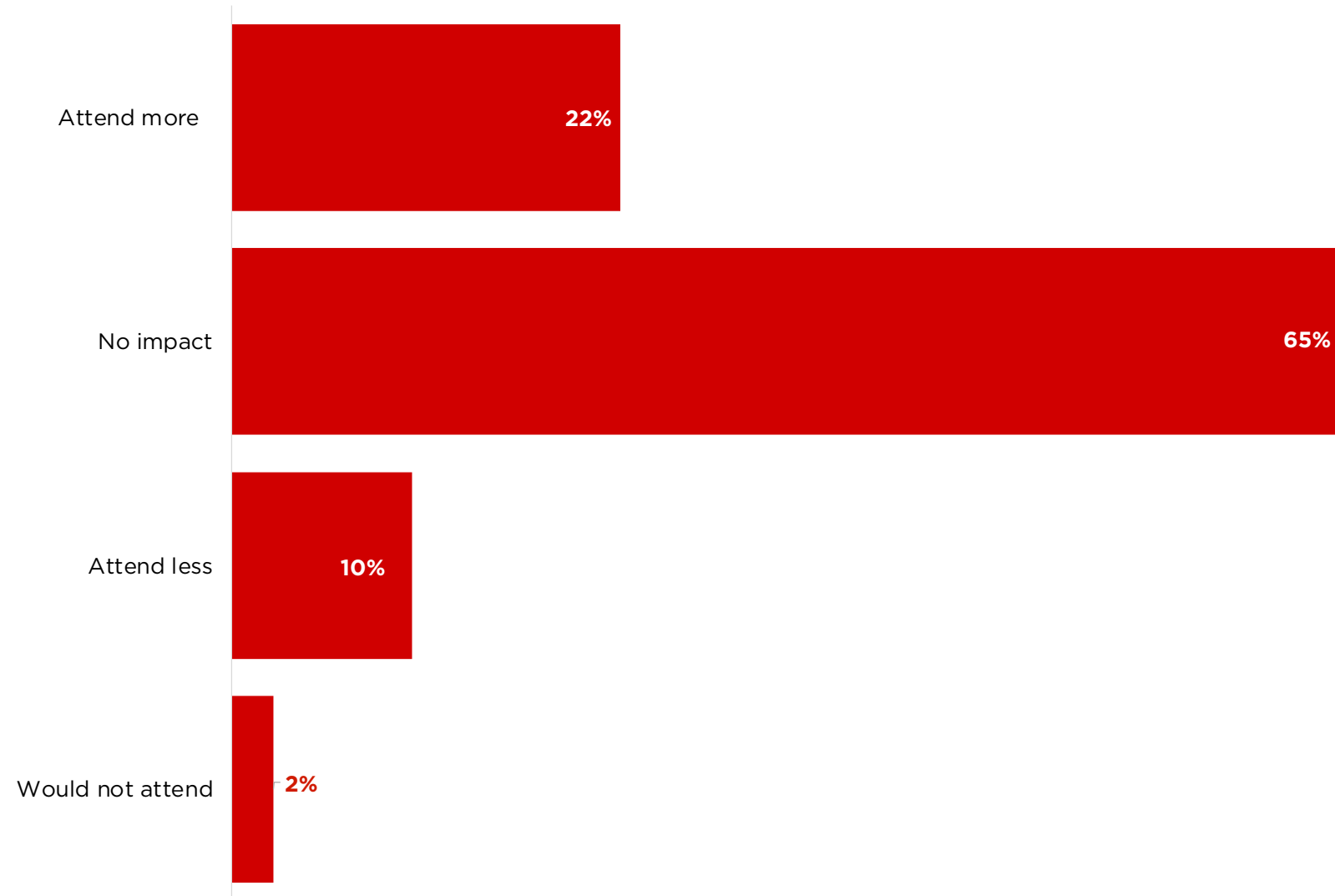
Attitude Towards
Alcohol-Free Sections



Attitude if Alcohol Impacts
Re-Entry Policy

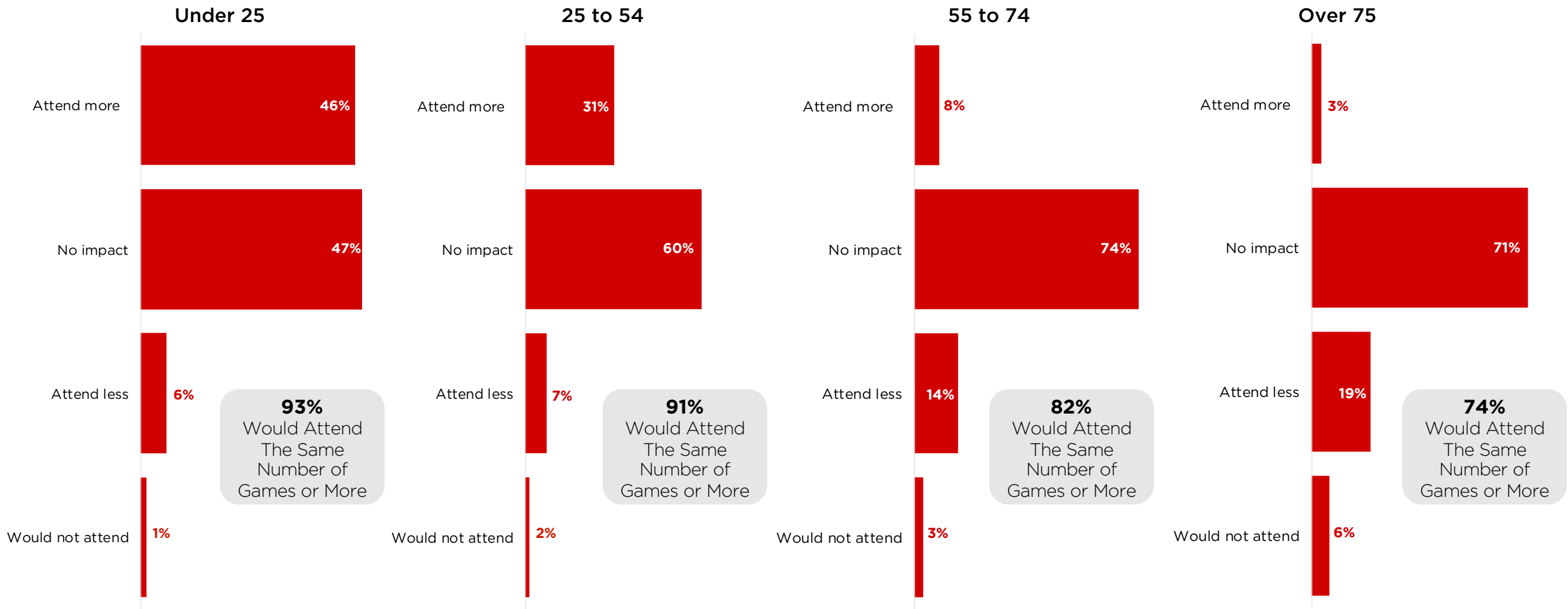


IMPACT OF ALCOHOL SALES ON ATTENDANCE



Alcohol sales would have an
**OVERALL NET
POSITIVE IMPACT**
On attendance at Nebraska
home football games

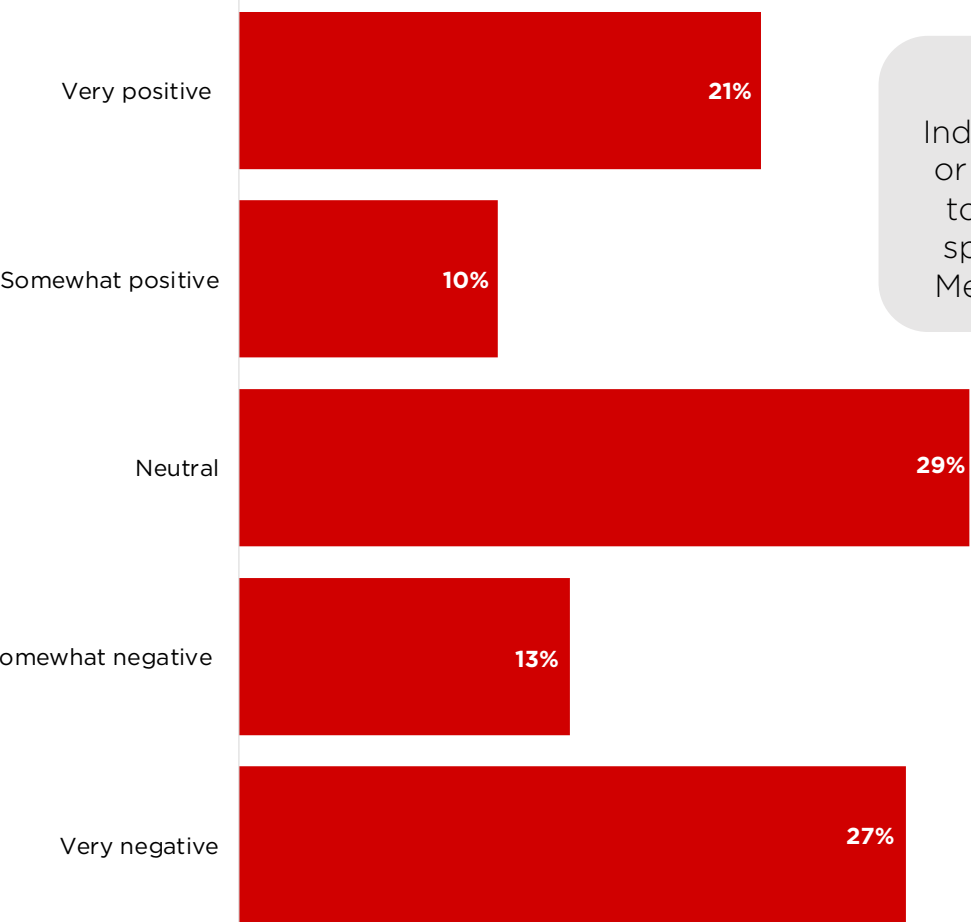
IMPACT OF ALCOHOL SALES ON ATTENDANCE BY AGE



ATTITUDE TOWARDS LEGALIZED SPORTS GAMING



Attitude Towards
Legalized Sports Gaming



60%
Indicated a positive or neutral attitude toward legalized sports gaming at Memorial Stadium

Key Comments

“I love to see the potential of moving the University of Nebraska into the future with alcohol sales and gambling to drive donations down.”

“If you want a family friendly atmosphere, need to be price conscious. Alcohol/gambling could greatly offset expenses to reduce ticket prices”

“Modernization is important and among ways we can keep up with other programs is by offering buyers the ability to purchase alcohol and gaming”

“Really like the idea of sports gambling in the stadium.”

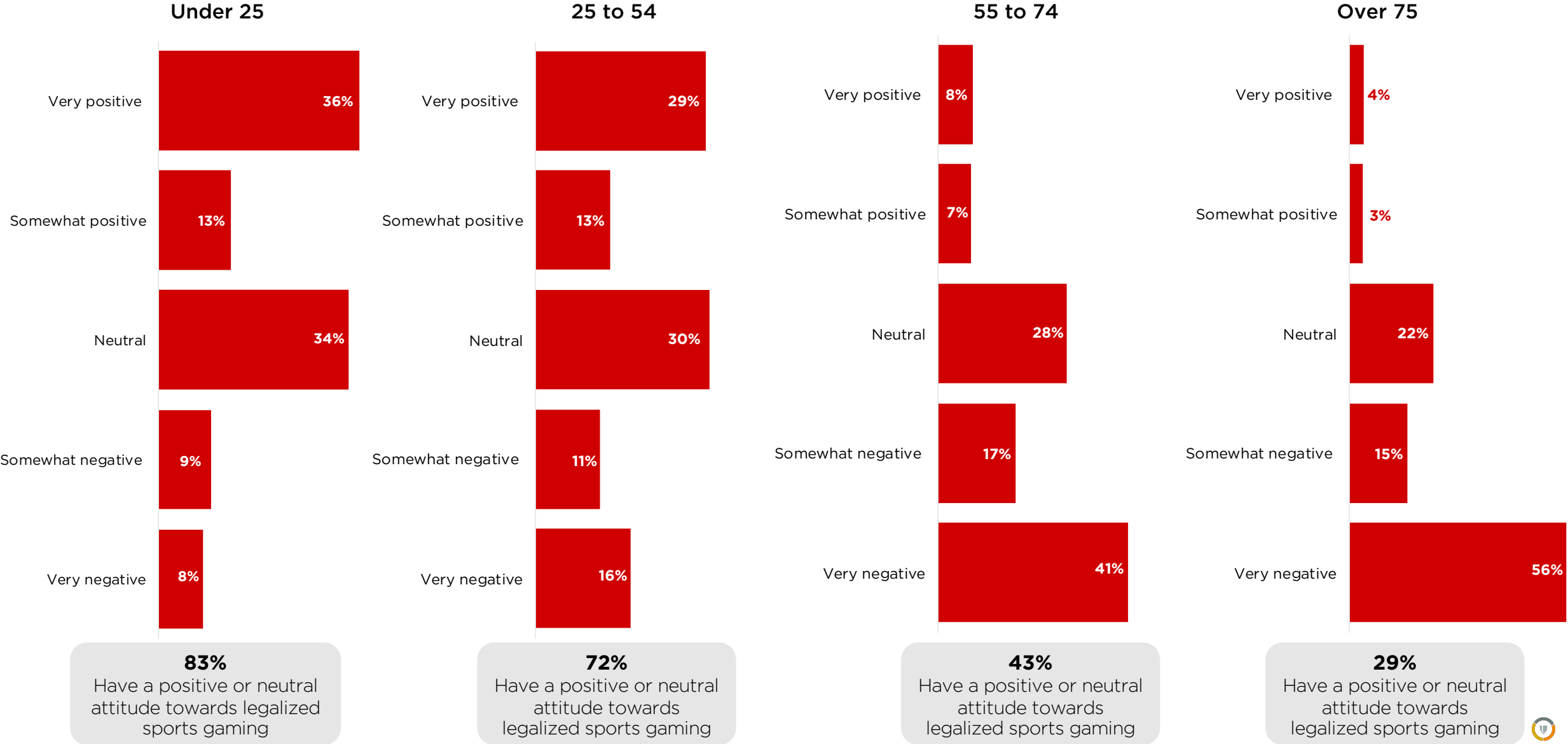
“Please do not allow alcohol or gaming. Would really ruin the family experience”

“I want to retain the tradition of Memorial Stadium, and that is for football purposes; not gaming which can bring issues of another variety.”

“If you allow sports gaming in the stadium, you will ruin the fundamentals of what we stand for.”

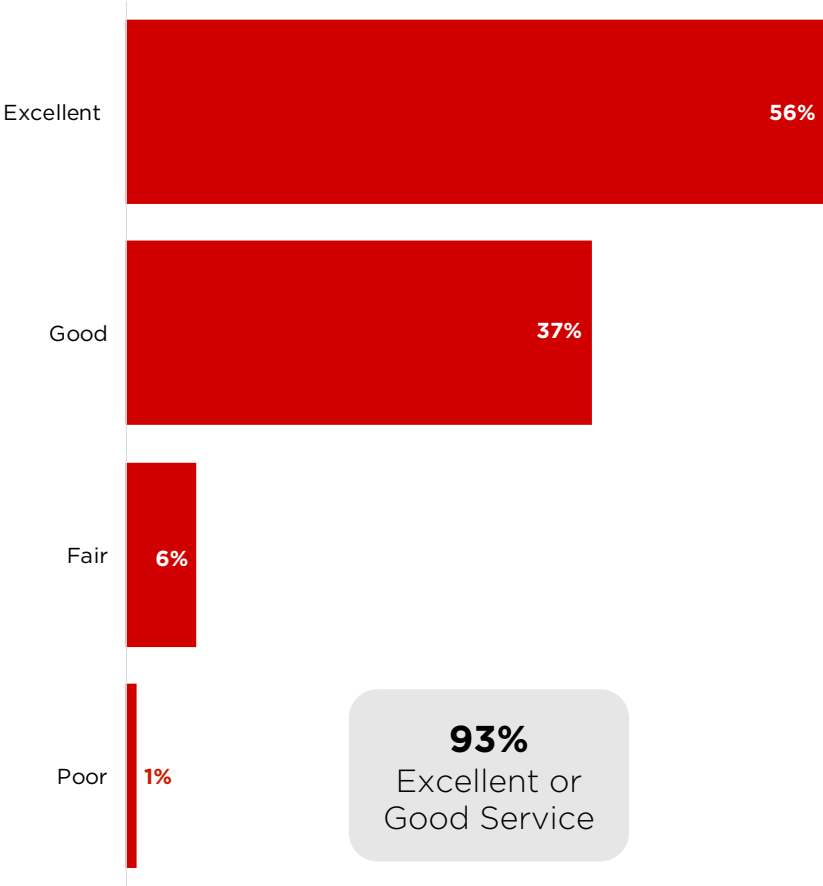
“Please do not bring alcohol or gambling into the stadium. This is not what the Husker Football game day experience is all about.”

ATTITUDE TOWARDS LEGALIZED SPORTS GAMING BY AGE

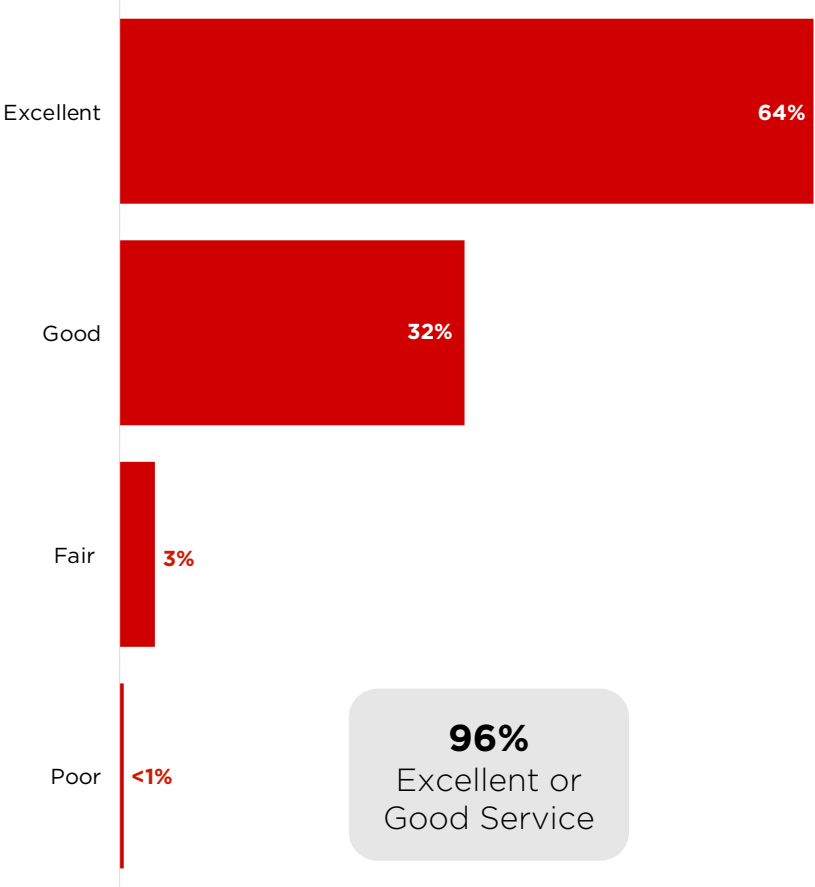




Ticket Office
Customer Service

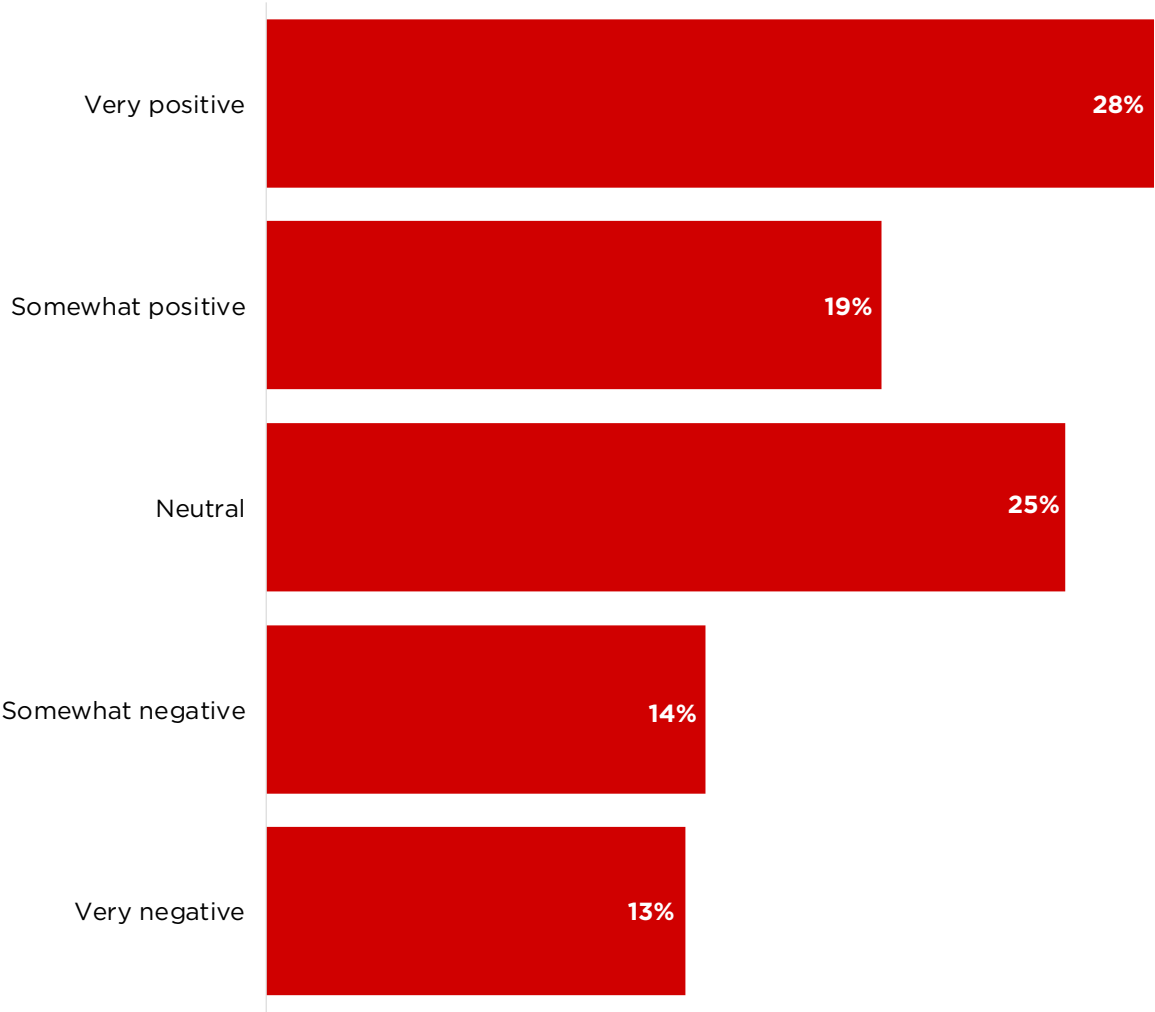


Gameday Customer Service





Attitude Towards
Seat Equity Plan



72%
Have a positive or neutral
attitude toward a seat equity
plan at Memorial Stadium

NEW SEATING CONCEPTS TESTED



Ledge Seats



- Individual seats configured along a drink rail
- Configurations include multiple or single rows
- Access to climate-controlled club lounge with private restrooms
- Private stadium entrance
- Upgraded food & beverages

Club Seats



- Individual wider, padded seats with increased legroom
- Outdoor seating located under cover
- Access to climate-controlled club lounge with private restrooms
- All-inclusive upscale food & beverages
- Access to exclusive elevators and entrance

Loge Boxes



- Private box with 4 to 8 seats with chairs on casters or fixed seats
- Located outdoors and under cover
- Access to climate-controlled club lounge with private restrooms
- All-inclusive upscale food & beverages
- Access to exclusive elevators and entrance
- In-box TV monitor

Luxury Suites



- Private lounge area
- Capacity for 10 to 20 people
- All-inclusive upscale food & beverages
- Private restrooms and stadium entrance
- TV monitors located throughout the private lounge
- In-suite kitchenette
- Priority parking



New premium seat opportunity

NEW SEATING CONCEPTS TESTED



Field Level Suites ★



- Private lounge area at field level
- Capacity for 10 to 20 people
- All-inclusive upscale food & beverages
- Private restrooms and stadium entrance
- TV monitors located throughout the private lounge
- In-suite kitchenette
- Priority parking

Field Level Club Membership ★



- Located in the end zone at field level and would feature up-close views of the field
- Access to a lounge with views of the field
- Access to upgraded food and beverage options
- Access to the club before, during, and after the game

Concourse Level Club Membership ★



- Located on the concourse level and would not feature views of the field
- Access to a lounge with views of the field
- Access to upgraded food and beverage options
- Access to the club before, during, and after the game

Huskers Restaurant & Social Club ★



- New private membership club in a renovated Memorial Stadium which would be utilized as a restaurant and social club on non-game days
- No monthly food and beverage minimum
- Exclusive networking opportunities with Nebraska alumni, staff, donors, and athletes
- Access to meeting/conference space

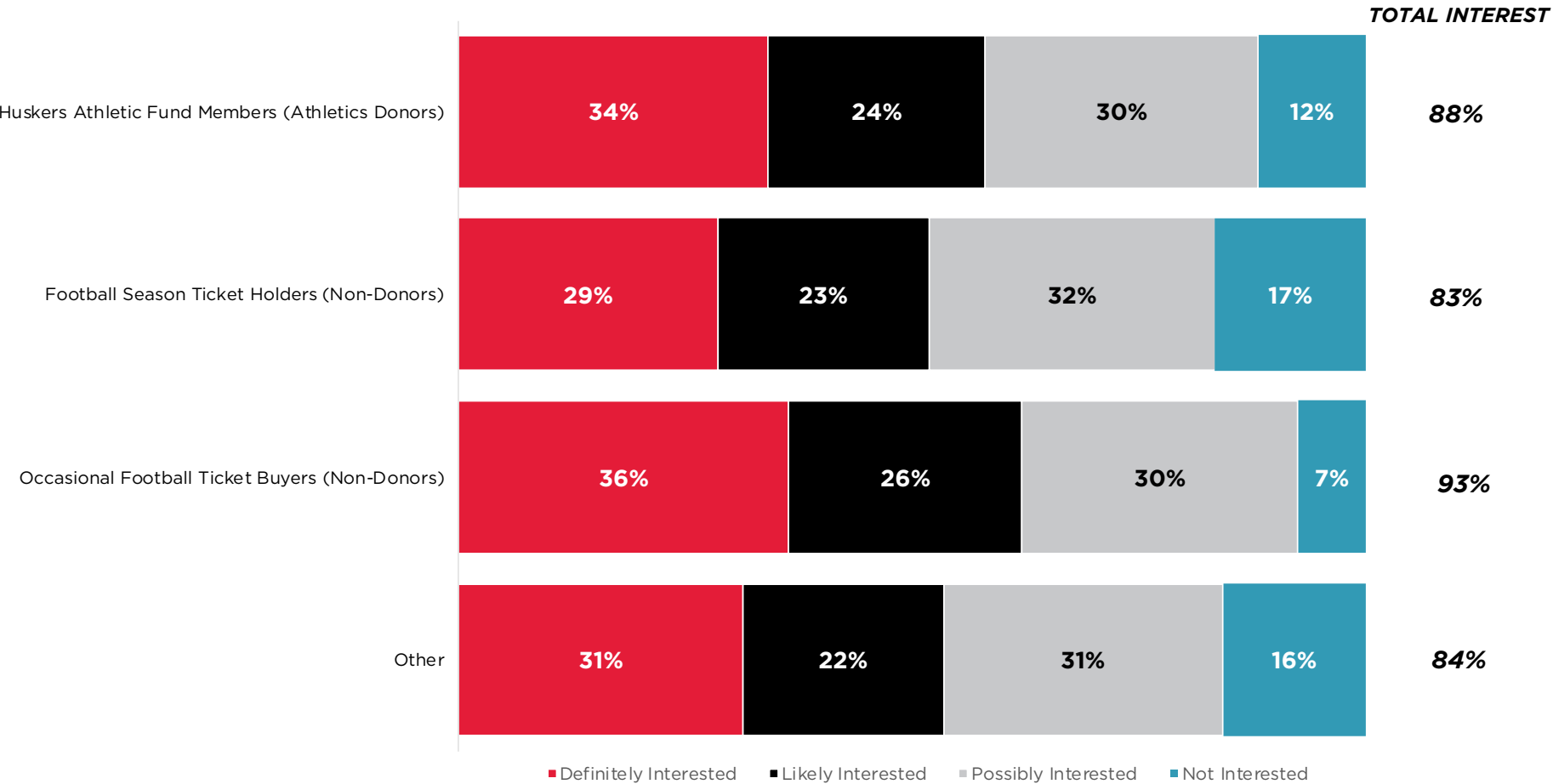


New premium seat opportunity

INITIAL INTEREST



Q. How would you characterize your interest in purchasing new seating in the end zones of an enhanced Memorial Stadium in the future?
(Note: includes seasonal and/or individual game purchases)



88%
of respondents have some level of **interest in purchasing seating** in a renovated Memorial Stadium

KEY COMMENTS

“Stadium renovations are great and are needed at Memorial Stadium”

“I would be interested in club level seats due to the climate-controlled environment on very cold games”

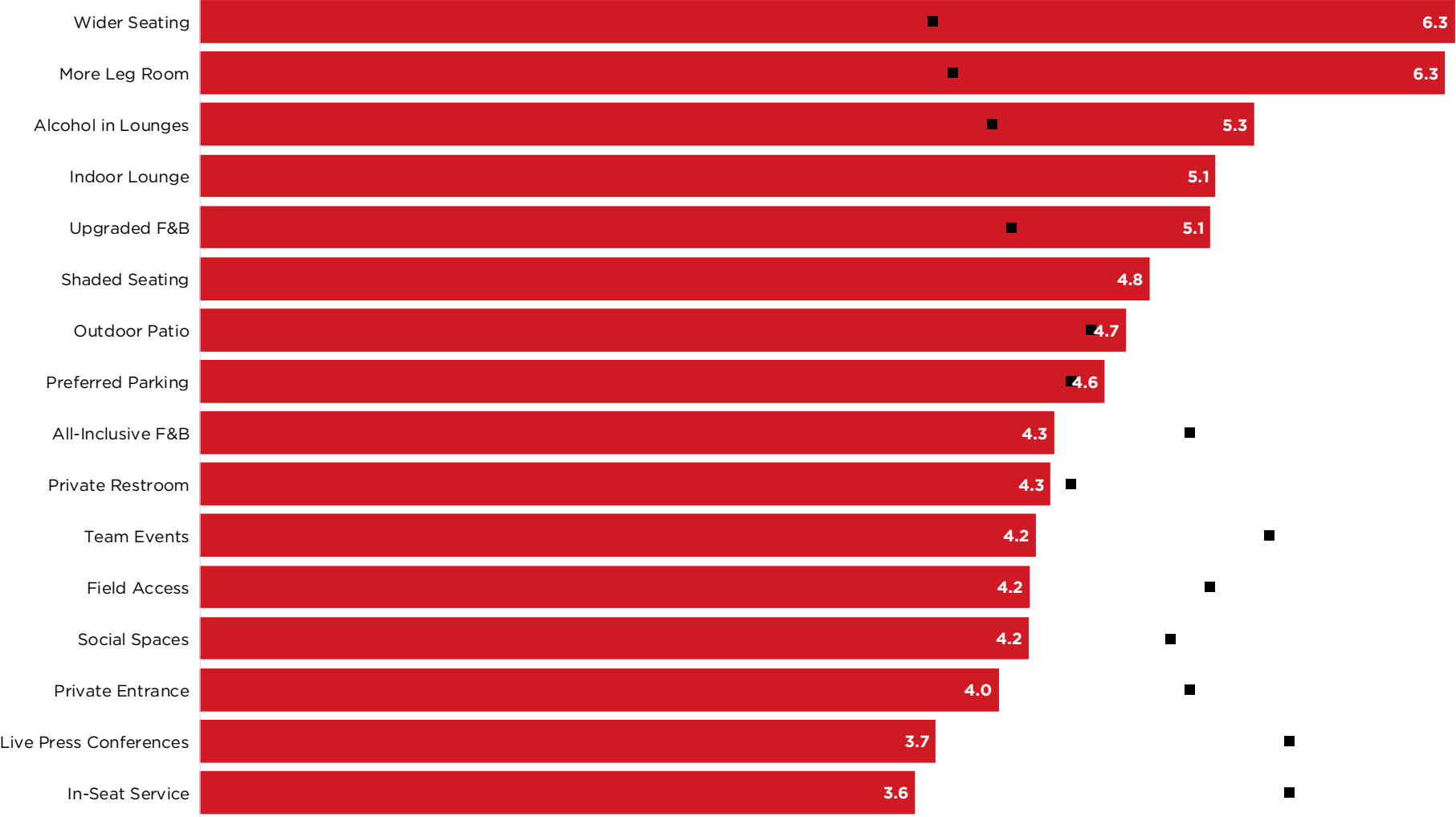
“New seating options would bring some much-needed variety and newness to Memorial Stadium”

“Would not purchase season tickets due to the excessive donation requirement”

“Just need to make the current benches more comfortable”

“I like the seats I’ve sat in all my life”

PREMIUM SEAT AMENITIES



■ Average Rating among CSL Power Five Studies

HIGHEST PRIORITY FEATURES

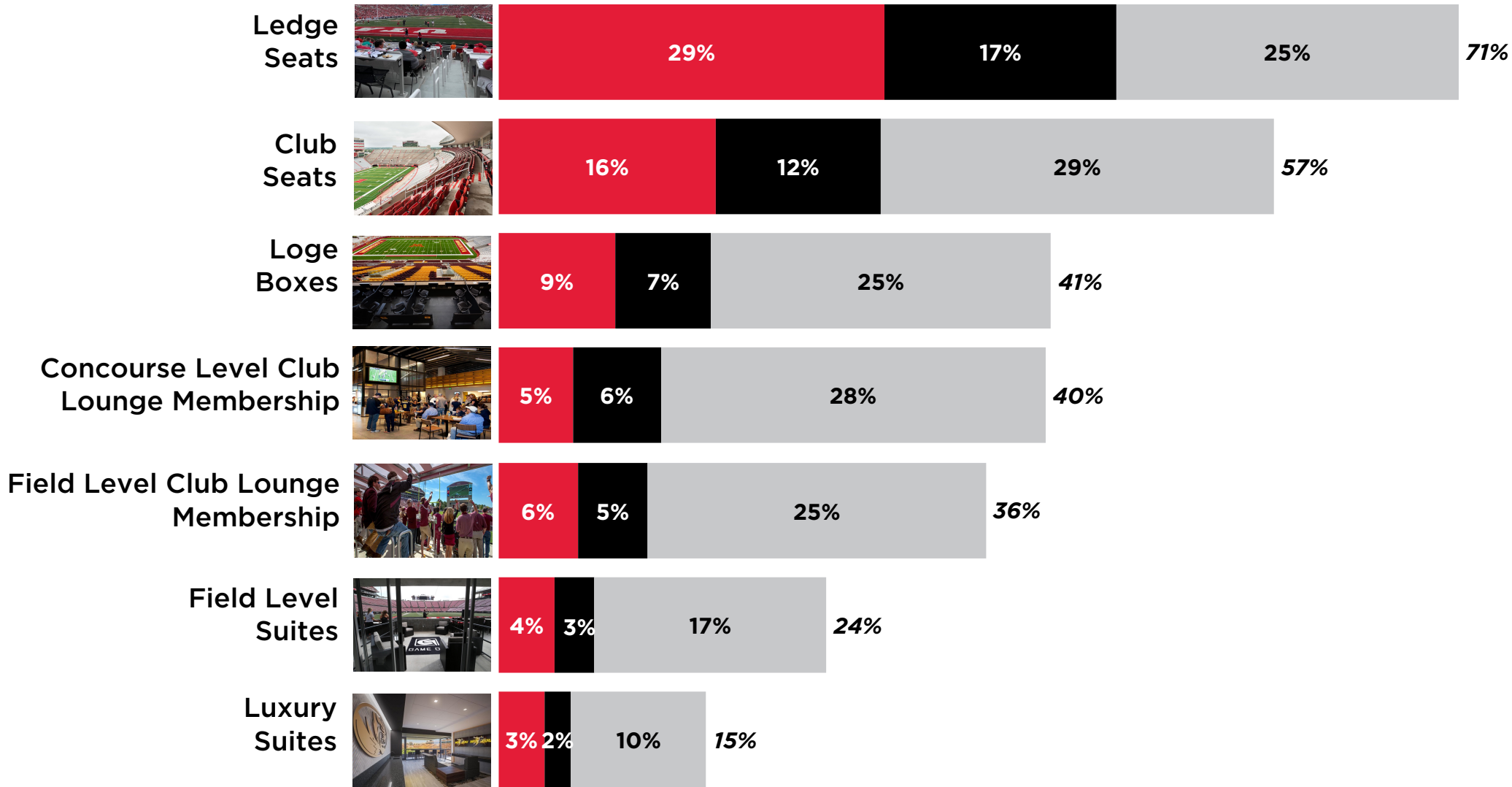
Wider Seating
More Leg Room
Alcohol in Lounges

LOWEST PRIORITY FEATURES

In-Seat Service
Live Press Conferences
Private Entrance



INITIAL PREMIUM SEAT INTEREST



Note: Interest is calculated based on total responses.

Definitely Interested Likely Interested Possibly Interested

